

February 8, 2016

TOBU TOWER SKYTREE Co., Ltd.

TOBU TOWN SOLAMACHI Co., Ltd.

**Enjoy while viewing cherry blossoms**  
**TOKYO SKYTREE TOWN® Spring Vacation Special Event**  
**Tuesday, March 1, to Sunday, April 10**

**There will be a photo spot where cherry blossoms in full bloom and Sorakara-chan appear virtually with AR (augmented reality) technology, a limited-time amusement park for kids, and many other attractions!**

TOKYO SKYTREE TOWN operated by TOBU TOWER SKYTREE (Head office: Sumida ward, Tokyo) and TOBU TOWN SOLAMACHI (Head office: Sumida ward, Tokyo) will hold various special events, mainly from Tuesday, March 1, to Sunday, April 10, 2016, where visitors can enjoy the events while viewing the surrounding cherry blossoms.

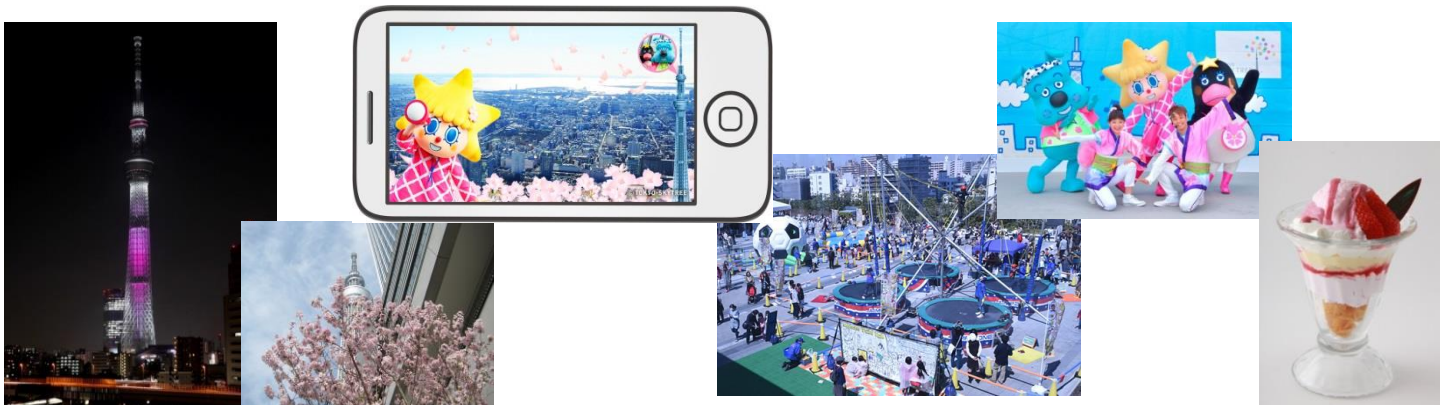
During the events, at TOKYO SKYTREE there will be a photo spot at the observation deck where cherry blossoms in full bloom along with Sorakara-chan and other official characters appear virtually with AR (augmented reality) technology. In addition, there will be a stamp rally, in which participants will go around to cherry blossom viewing spots in the downtown area, as well as many other attractions.

Spring Vacation! Solamachi Wakuwaku Park 2016 will also open from Saturday, March 19. The amusement park for kids will offer three types of attractions, including the Jump Zone, where kids can jump up to seven meters high at the foot of TOKYO SKYTREE.

Other attractions will include two types of special lighting events that use TOKYO SKYTREE to represent the world's tallest cherry tree, various character events, and the sale of TOKYO SKYTREE original goods in the motif of spring cherry blossoms and strawberries.

Come and enjoy TOKYO SKYTREE TOWN and the surrounding cherry blossom viewing spots that you can see only in the spring season.

See the attachment for further details.



Spring vacation special events at TOKYO SKYTREE TOWN (image)

## 1. Observation Deck Photo Spot Utilizing AR (Augmented Reality) Technology and a Stamp Rally

### (1) TOKYO SKYTREE® "SAKIDORI SPOT"

At the TOKYO SKYTREE® observation deck, launching the dedicated photo app and passing your smartphone over the "Sakidori" symbol will display cherry blossoms in full bloom, along with Sorakara-chan and other official characters, on your smartphone. You can take photos with these characters against the background of the view from the observation deck and even share the photos on social media.



Photo image at observation deck

Period: Tuesday, March 1, to Sunday, April 10

Place: TOKYO SKYTREE Tembo Deck and Tembo Galleria

### (2) "TOKYO SKYTREE® Sakura Wakuwaku Stamp Rally 2016"

In this stamp rally event, you can get an original picnic sheet by going around to four or more sightseeing places and cherry blossom viewing spots around TOKYO SKYTREE and collecting stamps. Launching the dedicated photo app at designated spots around TOKYO SKYTREE and passing your smartphone over a dedicated device will display cherry blossoms in full bloom along with Sorakara-chan and other official characters on your smartphone.



Original picnic sheet (Image)

Period: Tuesday, March 1, to Sunday, April 10

Stamp Spots (a total of 8 places):

TOKYO SKYTREE (5th floor and Tembo Deck), Oshinari-kun no Ie (House of Oshinari-kun), Azu-chan-chi (House of Azu-chan), Azumabashi Tourist Information Center, Asakusa Station Building EKIMISE (7th floor), Ushijima Shrine, and Tokyo Skytree Station (inside the ticket gate)



Photo image in stamp rally

\*The dedicated photo app can be downloaded using a stamp rally sheet, or at the observation deck.

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\*Customers are to pay the communication charges resulting from using the photo app.

## 2. Spring Vacation! Solamachi Wakuwaku Park 2016

Spring Vacation! Solamachi Wakuwaku Park 2016 will open, and this amusement park for kids will offer three types of attractions at the foot of TOKYO SKYTREE. Included are the Jump Zone, where kids can jump up to seven meters high; the Bubble Ball, featuring a giant bubble ball with a diameter of 1.5 meters that allows the kid inside the ball to freely move around on the water, and the Caterpillar Fuwafuwa, giant worm-shaped play equipment inflated with air. These attractions are mainly for preschoolers and elementary school students.



Spring Vacation! Solamachi Wakuwaku Park (Last year)

Period: Saturday, March 19, to Sunday, April 10

Time: 11:00 to 19:00

Place: TOKYO SKYTREE TOWN® Sky Arena (4th floor)

Fees: 500 to 1,000 yen \*Fees vary depending on attractions.

Age: Mainly for preschoolers and elementary school students



Jump Zone (Last year)

\*The events may be cancelled due to bad weather.

### 3. Special Lighting Event: Blooming and Dancing

At TOKYO SKYTREE, two types of special lighting events will be held, using TOKYO SKYTREE to represent the world's tallest cherry tree. For the period from Tuesday, March 1, to Friday, March 18, the lighting style will be a light-pink "Blooming," portraying a feeling of excitement about the blooming of cherry blossoms; from Saturday, March 19, to Sunday, April 10, the lighting style will represent "Dancing," to express the beauty of fluttering cherry blossom petals.

Date

"Blooming" Tuesday, March 1, to Friday, March 18 sunset to midnight

"Dancing" Saturday, March 19, to Sunday, April 10 sunset to midnight

\*There will be "white lighting" on Thursday, March 10, and special "Meika" lighting on Friday, March 11.



"Blooming"

Lighting portraying a feeling of excitement about the bloom of cherry blossoms. The color-changing pinkish lighting style will remind you of cherry blossoms bloomed on the white-based tower.



"Dancing"

Lighting representing the beauty of fluttering cherry blossom petals. The tower will be dressed up with shades of pink, and the color-changing whitish lighting style will depict the cherry blossom petals.

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### 4. Other Spring Vacation Special Events

#### (1) TOKYO SKYTREE Facility Decoration

Under the theme "Enjoy the Wonderful Spring! Sky Cherry-Blossom Viewing at TOKYO SKYTREE," the observation deck and other floors will be decorated in the motif of cherry blossoms, allowing visitors to enjoy "sky cherry-blossom viewing."

Period: Tuesday, March 1, to Sunday, April 10

Place: TOKYO SKYTREE 1st Floor, 4th Floor, Tembo Deck, and Tembo Galleria



Tembo Deck decoration (image)

#### (2) Sorakara-chan's Sakura☆Dance!

Spring limited participatory dance programs will be held, where you can enjoy dancing to Japanese-style music featuring cherry blossoms together with TOKYO SKYTREE official characters Sorakara-chan, Teppenpen, and Sukoburuburu. With "Let's All Enjoy the Spring" as the theme, the dance, incorporating spring-like movements, will help you enjoy the exciting spring.

Dates: Saturday, March 12; Sunday, March 13; Saturday, March 19; Sunday, March 20; Monday, March 21 (a national holiday); Saturday, March 26; Sunday, March 27; Saturday, April 2; Sunday, April 3; Saturday, April 9; and Sunday, April 10

Time: 10:30, 12:30, 14:30, 16:30

Place: TOKYO SKYTREE TOWN® Sky Arena (4th floor) Special Stage



Sorakara-chan's Sakura☆Dance! (image)

©TOKYO-SKYTREE

\*The time or place may be changed and events may be cancelled without prior notice due to bad weather.

### (3) Sorakara-chan's Cherry Blossom Greeting

Greeting events will be held where you can meet Sorakara-chan in a cherry-colored costume that you can see only in spring.

Period: Tuesday, March 1, to Sunday, April 10

\*Excluding the day of Sorakara-chan's Sakura☆Dance!

Time: 9:00, 10:30, 13:30, 15:00, 16:30

Place: TOKYO SKYTREE Floor 350 at Tembo Deck

\*The time or place may be changed or events may be cancelled without prior notice due to bad weather.



Sorakara-chan in a spring limited cherry-colored costume (image)

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## 5. Other Events at TOKYO SKYTREE TOWN<sup>®</sup>

### (1) Two Events to be Held Concurrently: Mofy's Fuwafuwa World and Tinny & the Balloon in Solamachi!

Mofy's Fuwafuwa World will display cotton-made characters, etc. that were actually used to create the world's first stop-motion animation using cotton materials, and you can experience the Mofy's unique worldview. The event "Tinny & the Balloon in Solamachi!" on the other hand, will allow you to feel and enjoy the "somewhat strange" Tinny's world. During the period of the two events, visitors will also have an opportunity to get greetings from Mofy and Tinny.



Mofy's Fuwafuwa World (Image)

Period: Saturday, March 19, to Sunday, April 10

Time: 10:00 to 17:00 \*Last admission is 15 minutes before closing.

Place: Tokyo Solamachi<sup>®</sup> Space 634 (5th floor)

Fees: 500 yen \*Children under age 2 enter for free.

### (2) Meet Solamachi Characters

Characters of the stores in Tokyo Solamachi will gather in Sky Arena. Special events will also be held jointly in the stores.

Period: Saturday, March 12, and Sunday, March 13

Time: 11:00, 15:00

Place: TOKYO SKYTREE TOWN<sup>®</sup> Sky Arena (4th floor)



Tinny & the Balloon in Solamachi!  
(Image)

### (3) Sola-YOGA

Sola-YOGA programs will be held, where you can enjoy yoga under the blue sky while looking up at TOKYO SKYTREE<sup>®</sup>. Both beginners and the experienced are welcome.

Dates: Saturday, March 19; Sunday, March 20; Monday, March 21 (a national holiday);

Saturday, March 26; Sunday, March 27; Saturday, April 2; Sunday, April 3; Saturday,

April 9; and Sunday, April 10

Time: 10:30 to 11:30 (open at 10:00)

Place: TOKYO SKYTREE TOWN Dome Garden (8th floor)

Fee: Free

Enrollment: First 60 applicants per program

\*Please use the elevators at Block 12 on the 1st floor of Tokyo Solamachi.



Sola-YOGA in the past

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## 6. Spring Selections from the TOKYO SKYTREE Official Shop: TOKYO SKYTREE SHOP



### **Nadaman's Sakura Monaka ¥1,250**

**[Floor 345 at Tembo Deck]**

To be sold from Thursday, March 3  
Two types of Monaka (bean-jam wafer) available only in spring: Sakura Monaka, made from cherry-blossom bean jam paste, representing spring; and savory-flavored Hoji-cha Monaka, with sweet bean jam, containing whole beans.



THE SKYTREE SHOP

### **Hontakasagoya's Sorakara-chan Sakura Ecorce ¥750**

**[1st and 5th floors]**

To be sold from Thursday, March 3  
Spring limited Ecorce, a confectionery containing cherry-blossom-taste chocolate coated with thinly baked dough. The chocolate, with light salty flavor, makes you feel the taste of spring.



### **Sorakara-chan Three-charm Key Ring (Spring) ¥972**

**[1st and 5th floors]**

To be sold from Thursday, March 3  
Three-charm key ring with the official characters: Sorakara-chan, Teppenpen, and Sukoburuburu. Sorakara-chan on this key ring is in a cherry-blossom costume and is available only in spring.



### **TOKYO SKYTREE Chocolavion Pink Can 12 Pieces ¥1,080**

**[1st and 5th floors]**

To be sold from Thursday, March 3  
Spring limited chocolate confectionery from Shiseido Parlour, a long-established store in Ginza, Tokyo. Contained in a limited pastel pink can portraying spring, TOKYO SKYTREE Chocolavion includes two flavors: strawberry and milk.

## 7. Spring Selections from TOKYO SKYTREE Café



### **Strawberry Parfait ¥750**

**[Floor 340 at Tembo Deck]**

Available from Tuesday, March 15, to Friday, April 22  
Parfait drizzled with sour strawberry sauce with strawberry ice cream on custard cream and fresh cream, representing the taste of spring.



### **Maccha Soft Cream (left) and Azuki Soft Cream (right)**

**¥550 each**

**[Floor 350 at Tembo Deck]**

Available from Tuesday, March 15, to Friday, April 22  
Two flavors for the popular soft cream Sky Soft are available: Maccha (powdered green tea) sauce and dark molasses as well as Azuki (red bean) and condensed milk.

\*The sale will end when all the stock has been sold.

\*All prices include sales tax of 8%. The selling period, etc. is subject to change.

8. Flowering Forecast of Trees around TOKYO SKYTREE TOWN®



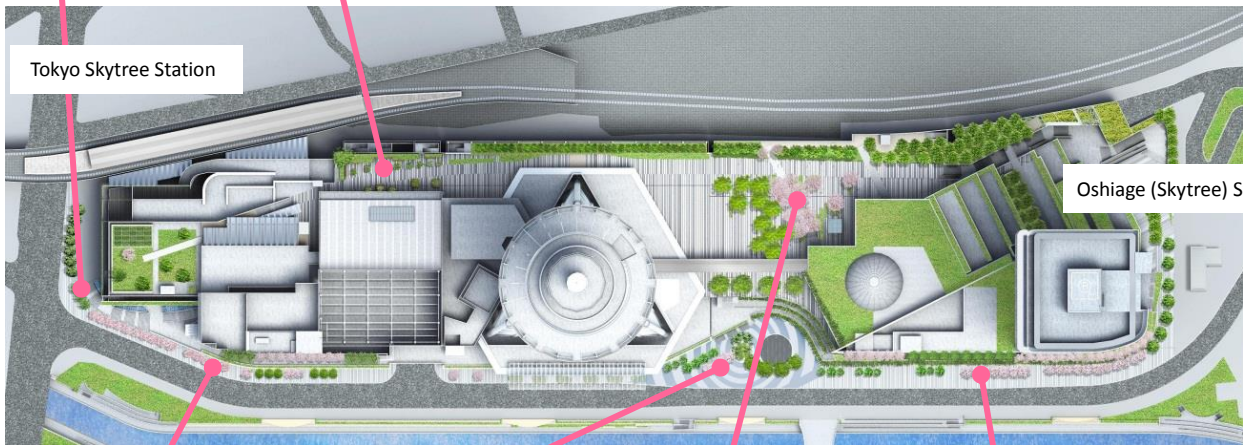
Japanese apricot  
From mid-February  
(Hanami-zaka Square)

**Cherry Blossoms around the Sumida River Viewed from TOKYO SKYTREE®**

Cherry blossoms in Sumida Park and around the Sumida River can be seen from Tembo Deck and Tembo Galleria.



Mitsubatsutsuji azalea  
From mid-March  
Tsutsuji-haruichiban rhododendron  
From mid-April  
Shakunage rhododendron  
From early-May  
(West Yard, 4th Floor)



Tokyo Skytree Station

Oshiage (Skytree) Station



Amanogawa cherry blossom  
From mid-April  
(West Yard, 1st Floor)

Shidarezakura cherry blossom  
From early April  
(Solamachi Square)

Yamazakura cherry blossom  
From early April  
(Sky Arena, 4th floor)



Gotenbazzakura cherry blossom  
From early April  
(East Yard, 1st Floor)

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\*The flowering forecast may vary, or some of the plants may not come into flower due to their growing conditions or the weather.